

The Making of Enviro-Heroes

Background:

The Wildlife Education Foundation (WEF) is a registered Organisation Not For Gain (reg. no: 078-886 NPO), founded and managed by a group of dedicated professionals with a passion and an interest in education for sustainable development, the preservation of biodiversity and the conservation of our natural heritage. As a non-profit membership organization, an annually elected executive committee manages the WEF.

Presently the patrons of the WEF are: Michelle Garforth-Venter, environmental journalist, television presenter and executive producer of Ezinkulu Productions, together with Deputy Minister of International Relations and Co-operation of the Republic of South Africa, Mr. Ebrahim Ismail Ebrahim.



Vision:

It is the vision of the WEF that through our environmental and wildlife educational efforts, the natural environment and biodiversity will be respected, valued and conserved by an informed and responsible human population, ensuring sustainable development and a healthy planet for generations to come.

Mission:

Our mission is to improve the standard of education for sustainable development and to equip communities with knowledge about their environment, its biodiversity, conservation and sustainable development by providing quality education, training, resource material and leadership.

Our goal is thus, to provide through our educational efforts the spark that will cause a mighty flame of educated, informed and motivated conservationists – a generation that will treat all forms of life with respect, dignity and compassion, a generation that will not be self-destructive - starting with (but not limited to) tomorrow's leaders and decision makers, our youth, and the important people directly responsible for their education.



Objectives:

The main objective of the WEF is to promote and provide quality education for sustainable development as well as wildlife education and knowledge to all the youth, communities and relevant sectors in South Africa – both the youth (tomorrow's leaders and decision-makers) and the adult generation (today's leaders and decision-makers).

The WEF's objectives also include working in collaboration with other organisations that mainly deal with sustainable development and wildlife education to develop, produce and present high quality, educational resource material in all possible formats (see: Diagram 1) to further promote and support education for sustainable development and thus, conservation of our natural heritage.

The specific strategic position of the WEF in its chosen niche, is illustrated in Diagram 2.

It clearly indicates the importance of our environment as the foundation of all life on earth, as well as the WEF's important educational role in helping to create a harmonious balance between nature (conservation) and development by humans.

It is a known fact that the earth can support an estimated three billion people; presently there are almost seven billion humans with an estimated nine billion by 2050. This makes education for sustainable development the most important priority of any society if we as the human species want to survive and thrive together with all the other living creatures that we share this magical planet with.

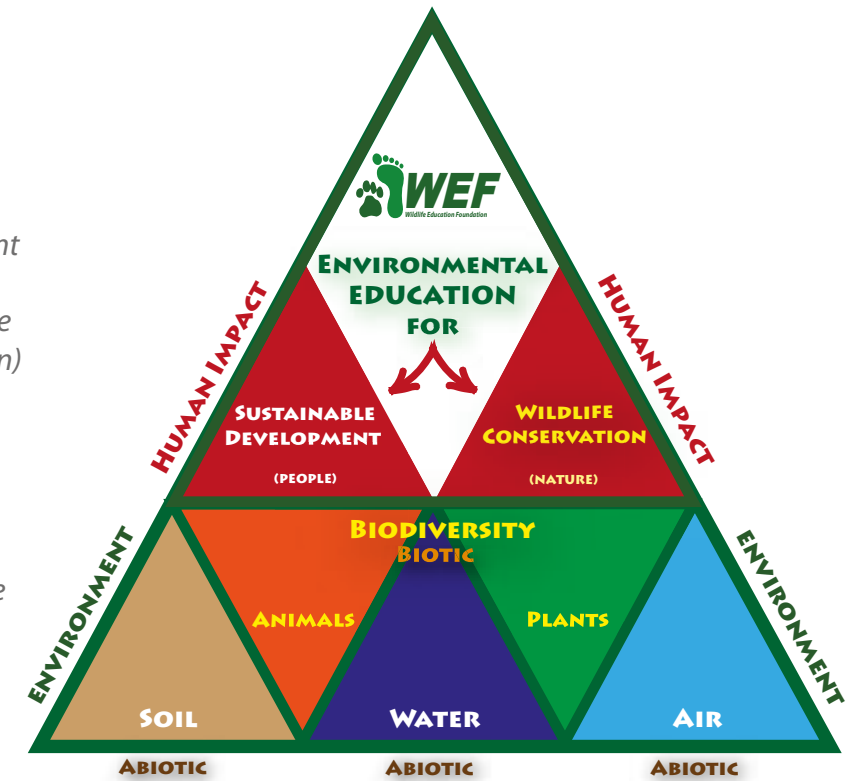


Diagram 2: Strategic position of the WEF

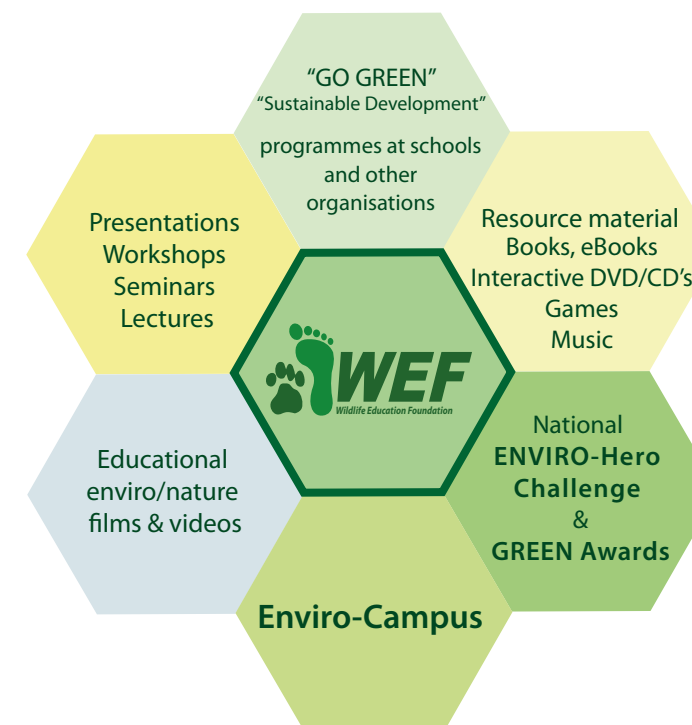


Diagram 1: WEF Projects

Our BEE status:

The WEF is an independent organisation and subscribes to the concept, principle and values of the BBEE Act and qualifies as a LEVEL 4 BEE Contributor and a 100% contributor towards Preferential Procurement.

At least 70% of our beneficiaries are previously disadvantaged people as defined in the Broad-Based Black Economic Empowerment Codes of Good Practice.

If you require any further information, please do not hesitate to contact the Wildlife Education Foundation (WEF) directly:

Tel: +27 (0) 73 1700 737
 Email: projects@wild.org.za
 Website: www.wild.org.za

Projects



Ways to Support

1. School Programmes:

Our projects at schools (both primary & secondary) are all aimed at education for sustainable development, and includes various themes, from specific sustainable development projects (e.g. "Go Green/Gaan GROEN" themes) to projects on biodiversity and basic nature conservation (www.wild.org.za). Depending on the specific school/community and its specific needs, these projects or programmes varies and may include:
Professional presentations, Workshops & formal Enviro-courses, Knowledge competitions, Wildlife photography and Assistance in the designing of sustainable development strategies for the school.



1. School Programmes:

- 1.1 Sponsor the cost of specific resource material used in education for sustainable development (e.g. interactive DVD, book or cards – see page 5) - either per learner, group or school;
- 1.2 Sponsor the cost involved per workshop presented at a school (e.g. travelling cost of presenter/educator/material used, etc.);
- 1.3 Sponsor / assist in a specific sustainable development project managed by the WEF at a specific school (e.g. waste/water management programme, energy saving or "greening" project, etc.); or

2. Corporate Presentations and/or workshops on Sustainable Development:

The WEF presents/organises the above, tailored to the specific client's needs and budget, or WEF professionals are invited as guest speakers at corporate events. The corporate organisation pays for the presentation, workshop or speaker fee and in doing so, it contributes towards education for sustainable development and the work done by the WEF.



2. Corporate Presentations and/or workshops on Sustainable Development:

- 2.1 Promote and/or make use of a WEF professional as a guest speaker or presenter at one of your company's events, or commission the WEF to do a professional workshop/presentation;
- 2.2 Make your company's conference facility or other venue available to the WEF for the presentation of corporate presentations and/or workshops;
- 2.3 Sponsor the catering cost and/or speaker fee/accommodation for a specific corporate presentation;
- 2.4 Provide/sponsor the WEF with presentation equipment (e.g. sound equipment, etc.);

3. Research & Development of Educational Resource Material:

The WEF develops and distributes in association with its various professional and corporate partners, educational resource material. This not only ensures the economic sustainability of the WEF's mission, but sponsored resource material is distributed free of charge to underprivileged schools/learners where the WEF conducts educational programmes and is providing guidance to ensure the meaningful utilisation of the material



3. Research & Development of Educational Resource Material:

- 3.1 Assist with, sponsor or make specific equipment available to the WEF in developing resource material (e.g. audiovisual equipment such as cameras or audio recording apparatus);
- 3.2 Provide sponsorship for specific resource material in exchange for adding your branding to the product;
- 3.3 Provide skilled experts to assist in the development of specific products;
- 3.4 Support the WEF by purchasing specific products developed by the WEF as corporate gifts (e.g. environmental diaries, coffee table books, etc.).

4. ENVIROcampus:

The ENVIROcampus (<http://envirocampus.co.za/>) is a brand new project of the WEF and form part of our Enviro skills development initiative. It will commence at the end of 2011 when students can start to register for various ONLINE and/or OFFLINE enviro-courses. Regular practical workshops will be available for both ONLINE and OFFLINE students to attend. All our courses are fully accredited and certificates will be issued on successful completion of each course/module.



4. ENVIROcampus:

ENVIROcampus qualifications: Sponsor the cost and/or assist one or more qualifying underprivileged students in obtaining an accredited qualification via the ENVIROcampus.

5. ENVIRO-Hero Project:

Join our national Enviro-Hero Project – aimed at inspiring the nation and acknowledging individual, community and corporate efforts and achievements in sustainable development and making our planet a healthy, GREEN planet once again. Visit our website for more detail: www.wild.org.za.



5. ENVIRO-Hero:

Support our national Enviro-Hero Project by allowing yourself, school, community, employees and /or business to take part in this exciting and positive initiative, making our planet a healthy, GREEN planet once again. Visit our website for more detail: www.wild.org.za or email us at: hero@wild.org.za.

6. GREEN Awards:

Inspiring the nation and acknowledging individual, community and corporate efforts and achievements in sustainable development and making our planet a healthy, GREEN planet once again. Visit our website for more detail and information regarding nominations and the date of this prestigious event: www.wild.org.za.



6. GREEN Awards:

Submit your nominations for individual, community and/or corporate efforts and achievements in sustainable development and "Go Green" projects, making our planet a healthy, GREEN planet once again. Please contact the WEF at:
Email: hero@wild.org.za, Tel: 073 1700737 or visit our website at www.wild.org.za.